

## ORDER



**Orders**  
**Order / Rev:** 197713  
**Alt Order #:** 06840577  
**Product Desc:** 8/11-8/17 RNC IE  
**Estimate:** 2994  
**Flight Dates:** 08/11/12 - 08/17/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** National Media  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/RNC IE  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN302/SP102/SP1137/AL1713/MO2553

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/12/12	4	\$1,600.00	\$1,360.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	4	\$1,600.00	\$1,360.00	0.00
<b>Totals</b>	<b>4</b>	<b>\$1,600.00</b>	<b>\$1,360.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	3%	\$1,600.00
Market	100%	\$53,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	52%	\$27,733.33
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$11,733.33
WTVZ	0%	\$0.00
WVEC	23%	\$12,266.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/12/12	08/12/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
FOX NWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S			1			\$100.00		0.00			
E 2	WVBT	08/11/12	08/11/12	Sat Hour 1 Sa 8-9p	CM	8-9p	-----S-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00

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Advertiser: POL/RNC IE  
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 Estimate: 2994

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
COPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$500.00		0.00			
E 3	WVBT	08/11/12	08/11/12	Sa 10-1044p	CM	10-1045p	-----S-	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				Fox News @ 10 Sat											
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$700.00		0.00			
E 4	WVBT	08/11/12	08/11/12	Sa 1045-11p	CM	1045-11p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Fox Sportswrap Sat											
SPORTSWRAPWKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$300.00		0.00			
													Totals	4	\$1,600.00